



U.S. Department
of Transportation
**Pipeline and Hazardous
Materials Safety
Administration**

1200 New Jersey Avenue SE
Washington DC 20590

PIPELINE SAFETY

2010 State Damage Prevention Grant

for

IOWA UTILITIES BOARD

Please follow the directions listed below:

1. Review the entire document for completeness.
2. Review and have an authorized signatory sign page 2.
3. Fasten all pages with a paper or binder clip - no staples please as this package will be scanned upon it's arrival at PHMSA.
4. Mail the entire document, including this cover page to the following:

**ATTN: Karina Munoz
U.S. Department of Transportation
Pipeline & Hazardous Materials Safety Administration
Office of Contracts and Procurement
1200 New Jersey Avenue, SE Second Floor E22-228
Washington, D.C. 20590**

FedSTAR Information

Submission Date: 8/31/2009 12:41:02 PM



Pipeline and Hazardous Materials Safety Administration
1200 New Jersey Avenue, SE
Washington DC 20590

DEPARTMENT OF TRANSPORTATION

APPLICATION

2010 GRANT PROGRAM IN SUPPORT OF STATE DAMAGE PREVENTION

The IOWA UTILITIES BOARD hereby applies to the Department of Transportation for Federal funds appropriated for the support of State Damage Prevention Programs established under 49 U.S.C. Section 60134 et seq.

The State agency plans to carry out the State Damage Prevention Program, during calendar year 2010, as described in Attachment 1, "Project Abstract/Statement of Objectives". To accomplish the program, the state agency proposes to expend funds as set forth in Attachment 4, "State Damage Prevention Estimated Budget".

Signature

Title

Date



4) provides a forum for dialogue with experienced colleagues and peers from across Iowa; 5) includes hands-on workshops with an in-depth look at underground excavation safety; 6) educational sessions will be developed to address current issues and topics in all aspects of underground safety and damage prevention; 7) ongoing contact and information exchange among underground stakeholders; 8) increase stakeholder recognition as a responsible partner in safety and damage prevention; and 9) promotes the CGA Best Practices.

The IUB will partner with CGI to contract with a video production firm and hold the Summit under the financial and program oversight of the IUB. All funds will go directly toward the production, oversight, and distribution of the training DVD and towards the Summit. No funds will be used toward administrative or indirect costs.



State Damage Prevention Elements

ELEMENT 1 - EFFECTIVE COMMUNICATIONS

"Participation by operators, excavators, and other stakeholders in the development and implementation of methods for establishing and maintaining effective communications between stakeholders from receipt of an excavation notification until successful completion of the excavation, as appropriate."

Does the proposed project address this element? (Required) No

Describe any existing state initiatives that support this element: (Required)

Effective communication among Iowa's stakeholders begins at the state level with legislators, state agencies such as the IUB and the Iowa Attorney General, Iowa One Call, CGI, and industry groups. These individuals, public and private entities, and organizations work together to continually improve communications before, during, and after excavation activities. Iowa One Call consistently incorporates new methods, programs, and services, based on the most current technologies, in an ongoing effort to provide the most effective and efficient tools and processes for communication between stakeholders. Recent developments/programs include: Internet Based Input System (IBIS), Online Ticket Entry System (ONTRY), Ticket Search System, Design Request System, GPS System, Mapping Grid Systems, and the soon-to-be introduced Positive Response System. Additionally, the Iowa One Call is involved in ongoing stakeholder education programming, including the Excavators Safety Awareness Program. Customized Training Sessions/Seminars, Trade Show Events, Memberships (CGA & CGI), Advertising Programming, Promotional Events Campaign, Media Relations, and various Partnership Programs (i.e. HyVee, Home Depot, Lowes Stores, Earl May Garden Centers, Associated Building Contractors, multiple trade organizations, etc.). Iowa One Call provides multiple locate request methods, including Dig-In Report Damages, Emergency Notification, Normal Locate Notification, and No Response Notification. Iowa One Call provides assistance, training, education awareness programming and other services to all stakeholder groups in an ongoing effort to establish effective communications and an understanding of the overall damage prevention system (including GAP Analysis auditing and Situation Analysis). The communication systems and programs that Iowa One Call develops and implements are designed to be utilized as tools to assist in expediting communications between all stakeholder groups prior to, during, and after the excavation and locating process. Iowa has existing communication pathways, processes, methods, and technologies in place, designed to enhance communication effectiveness and efficiency relating to underground prevention procedures and processes. With all entities working together, Iowa will continue to update these technologies, methods and processes.

ELEMENT 2 - COMPREHENSIVE STAKEHOLDER SUPPORT

"A process for fostering and ensuring the support and partnership of stakeholders, including excavators, operators, locators, designers, and local government in all phases of the program."

Does the proposed project address this element? (Required) No

Describe any existing state initiatives that support this element: (Required)

The process of fostering and ensuring the support and partnership of stakeholders, including excavators, operators, locators, designers, and local government in all phases of the program has been adopted in many different ways in the State of Iowa. CGI was formed to foster the implementation of Common Ground Alliance best practices within Iowa. To promote a true spirit of shared responsibility, the CGI welcomes all stakeholders who would like to be part of the identification and promotion of best practices that lead to a reduction in damage. CGI allows representation by stakeholder groups and meets on a quarterly basis. Iowa One Call executes programming designed to reach, and bring stakeholders together, in collaborative efforts to garner support and encourage open communication. The Excavators Safety Awareness program is implemented each year and features an open forum setting, in which more than 18,000 stakeholders are mailed invitations to attend. Additionally, Iowa One Call Board meetings and committee meetings are open to any and all stakeholders who may wish to attend and present topics for discussion. Iowa One Call communicates directly with more than 18,000 stakeholder groups and is available to provide assistance, training, custom presentations/seminars and "GAP Analysis" assessments. Active membership and participation in multiple stakeholder groups and damage prevention organizations allows the Iowa One Call the opportunities to interface with stakeholders by exchanging information and working in partnerships toward common damage prevention protocols. Iowa One Call continues to maintain and implement programming, memberships and partnerships that allow for, and enhance the process of, fostering and ensuring support and participation by all stakeholders in the state's one-call system and the state's overall damage prevention system (including established and recommended protocols/procedures). Members of the IUB staff participate in Common Ground Alliance, regional Common Ground Alliance, and Iowa One Call meetings.

ELEMENT 3 - OPERATOR INTERNAL PERFORMANCE MEASUREMENT

"A process for reviewing the adequacy of a pipeline operator's internal performance measures regarding persons performing locating services and quality assurance programs."

Does the proposed project address this element? (Required) No

Describe any existing state initiatives that support this element: (Required)

The IUB has required quality assurance programs from several operators based on complaints or investigations initiated by staff. For natural gas operators, these requirements have resulted in changes to the operator's operations and maintenance manual and are enforceable through pipeline safety regulations. IUB also reviews the operator qualification programs of pipeline operators to ensure locator personnel are properly trained and qualified and that corrective action is taken if personnel performance is found inadequate. The Iowa One Call has developed multiple mechanisms for feedback, documentation, and tracking which allows pipeline operators and other stakeholders a means of identifying performance, and/or performance issues. The Iowa One Call retains documentation of all transmissions for a period of six years, which is accessible to stakeholders. Among other data, Iowa One Call tracks Dig-In notifications (excavation related contact with an underground facility), No-Response notifications (when an operator does not respond to a locate request), and non-compliant notifications (locate requests, or locator response that is not compliant with state requirements). Additional tracking data that is made available to all pipeline operators, or any other stakeholder, includes documentation of attendance and programming for all Iowa One Call Excavators Safety Awareness Programs and other education awareness, training and promotional programming-which can be used as a means of preparing for compliance and auditing purposes. Through Iowa One Call and CGI Iowa works closely with pipelines and stakeholder groups as on ongoing effort to provide a means of effective and efficient communications, including a process for feedback and performance-related protocols and/or issues; including establishing programs/systems, and the means of implementing custom procedures for specific needs (i.e. training, education and communication programs).

ELEMENT 4 - EFFECTIVE EMPLOYEE TRAINING

"Participation by operators, excavators, and other stakeholders in the development and implementation of effective employee training programs to ensure that operators, the one call center, the enforcing agency, and the excavators have partnered to design and implement training for the employees of operators, excavators, and locators."

Does the proposed project address this element? (Required) No

Describe any existing state initiatives that support this element: (Required)

The IUB staff works closely with the one call center, CGI, and other stakeholders in developing and assisting in damage prevention training. The IUB has required quality assurance programs for several operators based on complaints or investigations initiated by staff. For natural gas operators, these requirements have resulted in changes to the operator's operations and maintenance manual and are enforceable through pipeline safety regulations. IUB also reviews the operator qualification programs of pipeline operators to ensure locator personnel are properly trained and qualified and that corrective action is taken if personnel performance is found inadequate. In addition, the IUB partners with PHMSA to conduct Pipeline Safety Conferences, which includes a damage prevention track and provides a wide variety of opportunities for pipeline personnel training. IUB also has actively participated in numerous training programs for excavators and utility operators, usually at the request of companies or industry associations.

Iowa One Call provides training to stakeholders in a variety of ways, with a variety of programming, including the Excavators Safety Awareness Program (geared for contractors/excavators, operators and locators) and custom education/training programs. Upon request, Iowa One Call will develop and implement specific educational/training programs to any stakeholder group. Every year, Iowa One Call attends/participates in many stakeholder training seminars and safety meeting), educational literature (brochures and manuals are produced and heavily distributed among stakeholder via direct mail, distribution at trade shows, meeting, seminars and training sessions, during stakeholder meetings and one-on-one, or group contacts/meetings), electronic and published communications (via IOC website, Power Point presentations, trade journals articles and via the Iowa One Call newsletter), media relations (including extensive radio, television and newspaper interviews conducted by the media with the Iowa One Call spokesperson), and via the Iowa One Call Public Service Announcement campaign (media advertising). Iowa One Call staff and call center personnel undergo extensive training (which includes training by the Iowa One Call Board of Directors -diversely comprised and representatives of Iowa stakeholders).

ELEMENT 5 - PUBLIC EDUCATION

"A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities."

Does the proposed project address this element? (Required) Yes

Describe any existing state initiatives that support this element: (Required)

The IUB regulates various aspects of electric, natural gas, communications, and water utilities and generally supervises all pipelines and the transmission, sale, and distribution of electrical current. The IUB administers a natural gas pipeline safety program for natural gas delivery, and investigators inspect pipeline systems and review records and procedures implemented by the companies. When violations are detected, the IUB orders corrective action to ensure that Iowa's pipeline systems continue to deliver natural gas safely and reliably. The IUB also ensures compliance with 49 C.F.R. 192.614.

The IUB staff actively encourages all stakeholders to participate in damage prevention efforts and continually works with all entities to that end. The IUB participates in Iowa One Call Excavator Awareness Meetings held throughout Iowa and in CGI damage prevention initiatives.

Iowa One Call has annual advertising, communications, public awareness programming, including media public service announcements, (including heavy rotation/placement on radio, television, newspapers, magazines, trade journals and outdoor advertising), ongoing media relations (including multiple press releases, press alerts, media information packets, media interviews and media event planning), public relations (including partnerships programs such as the "Partners in Safety" program implemented in conjunction with consumer based outlets such as Home Depot, Lowes, Hy-Vee Stores, Dahl's Stores, and Fareway Stores), communications programming (including produced literature, brochures and publications, electronic communications, and direct mail campaigns. Iowa One Call utilizes professional services and advertising agencies to develop effective strategies, tactics and creative material designed to reach a statewide audience with specific damage prevention messaging.

CGI has also conducted damage prevention presentations throughout Iowa and actively promotes the 811 initiatives.

Describe how the proposed project will enhance or continue implementation of this element: (Required only if proposal addresses this element)

The Iowa Utilities Board (IUB) respectfully submits the following State Damage Prevention Grant proposal for \$100,000.00 to PHMSA for the purpose of improving Iowa's damage prevention program.

The IUB is applying for the State Damage Prevention Grant for the purpose of working in partnership with its sub grantee, Common Ground Iowa (CGI), a regional partner with Common Ground Alliance, to produce an interactive training DVD and host an educational

ELEMENT 6 - DISPUTE RESOLUTION

"A process for resolving disputes that defines the State authority's role as a partner and facilitator to resolve issues."

Does the proposed project address this element? (Required) No

Describe any existing state initiatives that support this element: (Required)

The Iowa One Call Board serves as an informal vehicle to voice concerns by its stakeholders, and it has a good track record of addressing those concerns. The Iowa One Call handles a variety of disputes and/or concerns involving the locating process on a regular basis. The Iowa One Call is available and open to discussing disputes and concerns relating to one-call procedures and will make every attempt to answer questions pertaining to stakeholder concerns or to direct stakeholders to the appropriate resource (i.e. Iowa Attorney General's Office). The Attorney General's office could investigate and, if warranted, take enforcement action if compliance with the law is an issue. The IUB may, through audits, complaints and incidence investigations, require an owner/operator to enhance its damage prevention program and/or increase its public education activities.



ELEMENT 7 - ENFORCEMENT

"Enforcement of State damage prevention laws and regulations for all aspects of the damage prevention process, including public education, and the use of civil penalties for violations assessable by the appropriate State authority."

Does the proposed project address this element? (Required) No

Describe any existing state initiatives that support this element: (Required)

Iowa has successfully utilized the enforcement authority granted by statute since the law was enacted, in 1991, including use of the civil penalties where appropriate. The Iowa One Call Law, Iowa Code Chapter 480, establishes penalty provisions and authorizes the Iowa Attorney General to enforce the provisions. The Iowa Attorney has full authority to institute legal proceedings to enforce civil penalty provisions of the Iowa One Call laws. The specific statutes are as follows:

480.6 Civil penalties.

A person who violates a provision of this chapter is subject to a civil penalty as follows: 1. For a violation related to natural gas and hazardous liquid pipelines, an amount not to exceed ten thousand dollars for each violation for each day the violation continues, up to a maximum of five hundred thousand dollars. For a violation related to any other underground facility, an amount not to exceed one thousand dollars for each violation for each day the violation continues, up to a maximum of twenty thousand dollars. 2. The attorney general, upon the receipt of a complaint, may institute any legal proceedings necessary to enforce the penalty provisions of this chapter. 3. All amounts collected pursuant to this section shall be remitted to the Treasurer of State, who shall deposit the amount in the general fund of the state.



ELEMENT 8 - TECHNOLOGY

"A process for fostering and promoting the use, by all appropriate stakeholders, of improving technologies that may enhance communications, underground pipeline locating capability, and gathering and analyzing information about the accuracy and effectiveness of locating programs."

Does the proposed project address this element? (Required) No

Describe any existing state initiatives that support this element: (Required)

The IUB promotes, participates, and partners with CGI and Iowa One Call in activities throughout Iowa. The IUB Pipeline Safety Conference also focuses on damage prevention, including new technology.

Iowa One Call is proactive in perusing and implementing the latest in technological systems. Recent developments/programs include: Internet Based Input System (IIBIS), Online Ticket Entry System (ONTRY), Ticket Search System, Design Request System, GPS System, Mapping Grid Systems, and the soon-to-be introduced Positive Response System.

In addition, the Common Ground Iowa Summit will be an opportunity to educate stakeholders about new technology through sessions and vendors.



ELEMENT 9 - DAMAGE PREVENTION PROGRAM REVIEW

"A process for review and analysis of the effectiveness of each program element, including a means for implementing improvements identified by such program reviews."

Does the proposed project address this element? (Required) No

Describe any existing state initiatives that support this element: (Required)

The IUB has enforcement authority over all gas pipeline operators. Per state and federal regulations, these operators are required to maintain accurate records of all damages to, and repairs made to, their pipeline systems and investigate the causes of any damages. The IUB has required quality assurance programs for several operators based on complaints or investigations initiated by staff. For natural gas operators, these requirements have resulted in changes to the operator's operations and maintenance manual and are enforceable through pipeline safety regulations. IUB also reviews the operator qualification programs of pipeline operators to ensure locator personnel are properly trained and qualified and that corrective action is taken if personnel performance is found inadequate. The IUB currently uses various management reports, which track accidents/incidents, complaints, pipeline inspections, enforcement actions, educational sessions w/number of attendees, and penalties assessed. This information is used in a month-by-month and year-by-year comparison. Iowa One Call tracks and retains for analysis all data collected throughout the processes involved in transmitting located requests (Incoming, Outgoing, Emergency, Dig-Ins, No Response, Compliant, Non-Compliant, Excavator, Homeowner). Every transmission is captured in written format (all "dig tickets" are retained and can be accessed) and all callers are audibly recorded. Documentation is retained for a period of six years. Comparable analysis of the documentation is done on a monthly basis and summarized for the Iowa One Call Board to review. Public awareness programming is tracked and evaluated for effectiveness.



Legislative/Regulatory Actions

Provide a description of any legislature or regulatory actions (including legislative/regulatory studies) taken by the State within the past five (5) years pertaining to damage prevention program improvement, even if those actions were not completely successful.

The IUB is committed to using the consensus process when developing regulations or legislative initiatives. Our staff actively promotes and participates in One Call education and CGI opportunities across the state. The IUB, on an ongoing basis, works with and consults with Iowa One Call and CGI to receive input and discuss regulatory proposals, including the need for additional legislation, pertaining to damage prevention. This past year a legislative proposal regarding removal of abandoned pipelines was introduced entitled House File 78. Issues of practicalities arose during the pendancy of the legislation and it did not make it out of committee. The Iowa Attorney has full authority to institute legal proceedings to enforce civil penalty provisions of the Iowa One Call laws. The Iowa Attorney General has taken numerous regulatory actions and court actions to prosecute those violating the damage prevention laws.



State Damage Prevention Application Attachments

SDPgrantgovletter..pdf
DVD_DHG_EST.pdf
Summit budgetnarrative.doc



May 12, 2009



515.276.9693

1925 High Street
Des Moines, IA 50309
Fax: 515.276.1825
www.dhgcommunications.com

Mr. Pete Vielhaber
@ Qwest Communications
Website Coordinator for
Common Ground Iowa

dhg Communications proposes the attached estimate to serve as a working quote to complete a training video for Common Ground Iowa. The purpose of the training video is to educate a large group of Iowa's residents & businesses about the importance of "calling before you dig". The video will address "The Life of a One Call Ticket" and be an important tool to reach all stakeholders and educate them about the hazardous potential of underground facilities. This training video must convey the state's damage prevention program in a way that will be both informative, but also entertaining.

We look forward to creating a memorable training program that presents the specific learning objectives of Common Ground Iowa, which are based on the national Common Ground Alliance Best Practices version 6.0 published in February 2009.

To summarize our proposal:

- 1) shooting and editing will be done in HD, with distribution in SD on standard DVD-5
- 2) the entire training program will be translated into Spanish
- 3) the program will be closed captioned for the hearing impaired in English & Spanish
- 4) web-ready FLV video files will also include closed captions in English & Spanish

The staff at dhg Communications is excited about creating this Common Ground Iowa training video program during 2009 and 2010. If you should have any questions regarding this proposal, please contact:

Greg Wilde
VP of Business Development
dhg Communications
1925 High Street
Des Moines, IA 50309

Telephone: 515.276.9693 ext 121
FAX: 515.276.1825

eMail: greg@dhgcommunications.com

Website: www.dhgcommunications.com

A proposal for
Common Ground Iowa
"100 minutes of Content in 10 Videos"



515.276.9693

1925 High Street
Des Moines, IA 50309
Fax: 515.276.1825
www.dhgcommunications.com

Submitted February 11, 2009

INTRODUCTION – CURRENT Customer Situation

Common Ground Iowa provides contractors, homeowners, and others who may be excavating, digging or trenching with a single toll-free number to call for locating and marking underground facilities. The toll-free Iowa One Call number is 1-800-292-8989 or 811.

Iowa law states that if you are excavating, including digging, you must call Iowa One Call at least 48 hours in advance (of your digging) in order to minimize the risk of damaging any type of underground facilities (electric, gas, telecommunications, cable television, water and sewer). The service is free, and so is the phone call. Making the phone call can help eliminate the risk of disrupting service, and greatly reduce the potential risk of serious personal injury.

Iowa's One Call Center is located on 320 LeClaire Street in downtown Davenport, Iowa. It operates 24 hours a day, seven days a week, and is staffed by a team of 40 customer service representatives under the direction of the Iowa One Call manager. The Center has 34 incoming toll-free telephone lines, 14 outgoing lines, 5 direct lines and an 800-fax line.

Iowa One Call representatives handle more than 300,000 calls and coordinate more than 1.6 million cable locate requests per year in communities throughout Iowa. Historically, the Center's peak periods are during spring and fall, when customer service representatives handle up to 40,000 calls per month.

THIS PROJECT

Common Ground Iowa plans to create a series of ten 10-minute video segments (100 minutes of content) that will be directed toward specific target audiences, such as: excavators, contractors, farm operators, home owners, locators and others. These video segments will be distributed on DVDs and made available on the Iowa One Call and Common Ground Iowa websites.

Specific logistics regarding content, scripts, shooting locations, talent, travel and more have not yet been finalized. Therefore, we suggest using these Production Estimates as guidelines to help refine the focus of this worthwhile public information effort.

Why select dhg Communications?

- Dedicated video professionals
- Similar work in recent years
- 20+ years producing projects that WOW!
- High-quality videos, at a fair price
- Rock-solid client references
- Rave Reviews from satisfied clients
- We've been around, and we'll BE here

dhg Communications was formed in 1987 and has grown steadily from a one-man operation to a highly respected production team in central Iowa. We provide services in all aspects of film, video and multi-media productions. We have the right gear and the people who know how to use it: in-studio, on-location and in post-production.

- Our 4-ton grip truck is loaded – need light/camera/sound ANYWHERE, we deliver!
- We have the "hottest" edit suite in Iowa – and best of all, the talented people to fly it!
- Graphics and animation are our specialty – because everyone loves eye candy!
- Plus we duplicate DVDs/CDs in-house – so you never have to wait for 10 or 100 disks!

What clients say...

"Over the past 20 years, I have worked with Dennis Goering and his staff on a variety of video and live event productions. The projects I've brought to dhg have run the gamut from in-studio and on-location corporate videos to live events. Whether you are working with dhg on a small indoor dinner event or a large outdoor presentation, Dennis and his team will provide the right equipment and a committed, professional team for the job."

Janet Green, Greater Des Moines Partnership

Management Resumes

Dennis Goering, President – dhg Communications

His 20+ years of live and recorded video production experience allows him to understand the unique needs of clients and their business demands. Dennis is a technical wizard who can quickly solve challenges and respond to issues. He was raised in Ames, Iowa – graduated from Iowa State University in 1986 with a B.A. in Telecommunication Arts.

Greg Wilde, Project Manager – dhg Communications

Greg brings 30+ years of solving marketing and communications challenges to dhg Communications. His expertise in concept development, positioning and branding, writing, film/video production and project management are a distinct asset. He's great at balancing a client's financial expectations and creativity. Brigham Young University is where Greg studied Theatre Arts and Motion Picture Production.

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EXPERIENCE with VIDEO PRODUCTION

During the past 21 years, dhg Communications has created hundreds of programs.

In the past 2 years, dhg Communications has created several video programs for 2 high-profile community organizations – 1) House of Mercy women/children's recovery center and 2) Spirit of Mercy annual charitable giving campaign. Samples of these recent video programs are included in this response.

dhg Communications staff works closely with the Mercy staff to identify the theme, record interviews with amateur participants, and edit comments into a powerful message. We encourage you to screen both programs, then contact the representatives of these organizations.

We also have included a list of additional Video Production References and encourage you to contact these individuals about our skills, efforts and outcomes.

The team at dhg Communications is uniquely qualified to help create the Common Ground Iowa video programs, here's why:

- 1) **Our staff understands this issue!** Digging without thinking happens far too frequently in Iowa; and can result in significant property damage and personal tragedy.
- 2) **We GET the big picture!** We think strategically, yet easily deal with tactics. That means you work with experienced people who anticipate needs and concerns.
- 3) **Public Information experience.** Our staff has been communicating compelling stories and helping influence public opinion for years.
- 4) **21 years of Video Production expertise.** We have created hundreds of video programs – all meant to move attitudes or elicit a buying preference.

A proposal for
Common Ground Iowa
"100 minutes of Content in 10 Videos"



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1925 High Street
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Page 4

dhg Communications
Video Production Customer References

Ellen Diehl	Mercy Foundation Director of Annual Giving 411 Laurel Street, Suite A110 Des Moines, IA 50314	515-643-8034
Todd Beveridge	House of Mercy Director 1409 Clark Street Des Moines, IA 50314-1964	515-643-6514
Kirk Tyler	Atlantic Bottling Company President 16200 Hickman Road Waukee, IA 50263-8159	515-987-1931
Toni Van Cleve	Iowa Department of Education Administrative Consultant Grimes State Office Building 400 East 14 th Street Des Moines, IA 50319-0146	515-242-6241
Don Gourley	Iowa Department of Public Health WIC Vendor Coordinator Lucas State Office Building 321 E. 12th Street Des Moines, IA 50319	515-281-6205
Brian Stout	Midland National Life Marketing Director 4601 Westown Parkway Suite 300 West Des Moines, IA 50266	515-273-5628

Our Production Plan

When warm weather arrives, time is essential and high-quality production is paramount to the success of this communication effort. Important information must be clearly explained and presented, in order to help Iowans better understand the importance of CALLING 48-hours before digging.

The intent is to create up to 10 chapters of 10-minute videos to influence the people who are living this issue daily. The production plan includes:

Pre-Production/Project Management

- 1) Clearly define project scope
- 2) Facts on call usage, LACK of program usage, and program "snags"
- 3) Script(s) outlined
- 4) First draft scriptwriting and editing to create Final Drafts
- 5) Production planning to maximize the available time and limited resources
- 6) Verification of on-camera "participants" and ideal shooting locations

Production

- 7) Video shoot using High Definition (HD) cameras and professional crews
- 8) Scripts completed and approved before shooting
- 9) Videotaping on several locations – preferably in central Iowa
- 10) High-quality graphics created to support existing educational materials

Post-Production, Editing & DVD Duplication

- 11) Professional HD editing to deliver high-quality video and audio content
- 12) Develop on-screen graphics and manipulate existing graphic elements
- 13) Background music (royalty-free) if necessary
- 14) Authoring/DVD mastering
- 15) Translating the entire program into Spanish
- 16) Closed Caption all 10 videos in both English and Spanish
- 17) Web video files with captions on/off in both English and Spanish

TARGET COMPLETION DATES

Contract Awarded July 1, 2009

Pre-production complete by August 31, 2009

Location shooting September, October, November 2009

Rough cut Edits complete by December 31, 2009

Motion Graphics completed and client approved by January 15, 2010

Final Video (English Master) completed and approved by February 1, 2010

Spanish Translation Video Masters completed by March 1, 2010

Closed caption (English & Spanish) completed by March 15, 2010

DVD Duplication/Web files delivered on or before March 31, 2010

SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program		(b) Applicant	(c) State	(d) Other Sources	(e)TOTALS
8.	State Damage Prevention Program	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
9.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
10.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
11.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
12. TOTAL (sum of lines 8-11)		\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>

SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
14. Non-Federal	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
15. TOTAL (sum of lines 13 and 14)	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program		FUTURE FUNDING PERIODS (YEARS)			
		(b)First	(c) Second	(d) Third	(e) Fourth
16.	State Damage Prevention Program	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
17.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
19.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
20. TOTAL (sum of lines 16 - 19)		\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>

SECTION F - OTHER BUDGET INFORMATION	
21. Direct Charges: <input type="text"/>	22. Indirect Charges: <input type="text"/>
23. Remarks: <input type="text"/>	

Application for Federal Assistance SF-424

Version 02

* 1. Type of Submission:

- ☐ Preapplication
☒ Application
☐ Changed/Corrected Application

* 2. Type of Application:

- ☒ New
☐ Continuation
☐ Revision

* If Revision, select appropriate letter(s):

* Other (Specify)

* 3. Date Received:

09/08/2009

4. Applicant Identifier:

5a. Federal Entity Identifier:

* 5b. Federal Award Identifier:

State Use Only:

6. Date Received by State:

7. State Application Identifier:

8. APPLICANT INFORMATION:

* a. Legal Name:

IOWA UTILITIES BOARD

* b. Employer/Taxpayer Identification Number (EIN/TIN):

42-0935813

* c. Organizational DUNS:

196254973

d. Address:

* Street1:

350 Maple Street

Street2:

* City:

Des Moines

County:

* State:

IA: Iowa

Province:

* Country:

USA: UNITED STATES

* Zip / Postal Code:

50319-0069

e. Organizational Unit:

Department Name:

IOWA UTILITIES BOARD

Division Name:

Utilities Division

f. Name and contact information of person to be contacted on matters involving this application:

Prefix:

Mr.

* First Name:

Donald

Middle Name:

* Last Name:

Stursma

Suffix:

Title:

Manager Safety and Engineering Section

Organizational Affiliation:

* Telephone Number:

515-281-5546

Fax Number:

515-281-5329

* Email:

ia@napsr.net

Application for Federal Assistance SF-424

Version 02

9. Type of Applicant 1: Select Applicant Type:

A: State Government

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

* 10. Name of Federal Agency:

Pipeline & Hazardous Material Safety Administration

11. Catalog of Federal Domestic Assistance Number:

20.720

CFDA Title:

Pipeline Safety

* 12. Funding Opportunity Number:

DTPH56-10-SN-0001

* Title:

State Damage Prevention Grants

13. Competition Identification Number:

Title:

14. Areas Affected by Project (Cities, Counties, States, etc.):

* 15. Descriptive Title of Applicant's Project:

IOWA UTILITIES BOARD State Damage Prevention

Attach supporting documents as specified in agency instructions.

Add Attachments

Delete Attachments

View Attachments

Application for Federal Assistance SF-424

Version 02

*** Applicant Federal Debt Delinquency Explanation**

The following field should contain an explanation if the Applicant organization is delinquent on any Federal Debt. Maximum number of characters that can be entered is 4,000. Try and avoid extra spaces and carriage returns to maximize the availability of space.

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

* APPLICANT'S ORGANIZATION

IOWA UTILITIES BOARD

* PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

Prefix: Ms. * First Name: Cynthia Middle Name:
* Last Name: Munyon Suffix:
* Title: Utility Specialist/Paralegal

* SIGNATURE: Cynthia Munyon

* DATE: 09/08/2009



CHESTER J. CULVER
GOVERNOR

OFFICE OF THE GOVERNOR

PATTY JUDGE
LT. GOVERNOR

July 30, 2009

Jeffrey Wiese
Associate Administrator
U.S. Department of Transportation
Pipeline Safety and Damage Prevention Grants
1200 New Jersey Avenue SE
Washington, DC 20590

Re: Pipeline Safety and Damage Prevention Grants

Dear Mr. Wiese:

The State of Iowa recognizes that reducing underground excavation damage requires an effective collaborative process. Accordingly, Iowa supports the efforts of the Pipeline and Hazardous Material Safety Administration's (PHMSA) excavation damage prevention grant initiatives and their support to States.

The Pipeline Inspection, Protection, Enforcement, and Safety Act of 2006, Section 2 of Public Law 109-468 (December 29, 2006) codified at 49 U.S.C. § 60134, State Damage Prevention Programs, provides that the Secretary of Transportation may make a grant to a State authority to assist in improving the overall quality and effectiveness of a State's damage prevention program. By this letter, I am designating the Iowa Utilities Board as the State authority eligible for Iowa's damage prevention program grant.

Damage prevention will continue to play a key role in protecting our underground infrastructures, preventing injuries, and keeping the citizens of Iowa safe.

Sincerely,

A handwritten signature in black ink, appearing to read "Culver", with a stylized flourish at the end.

Chester J. Culver
Governor of Iowa

